

Whittier Union High School District wanted to update their branding to reflect the District's current values and identity as a high school district that honors tradition, while looking to the future, embracing excellence, being welcoming, and providing high-quality educational pathways that help students succeed. VMA engaged in a process of discovery with the District's various constituencies, including surveying the community about important District attributes, as well as responses to the existing District branding. We then worked with a key group of District decision-makers to brainstorm about the District's values and goals. With that background information, our design team created a round of design prototypes for review, discussion, and iteration with this core group. We finalized a selection of three logo, font, and color options for the District's Board to review and select the final branding. Once the final branding had been selected and approved, we created a brand standards guide and integrated the branding across the District's communications channels, from letterhead, to website, social media, and print pieces. The District has received praise from the community for how the new branding incorporated prior imagery from the previous branding while capturing the energy and promise of this vibrant District.